

**DECLARATION AND POWER OF ATTORNEY FOR
PATENT APPLICATION**

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name;

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

**APPARATUS, AND ASSOCIATED METHOD, FOR DYNAMICALLY PRICING
CONTENT RESPONSIVE TO QUANTITATIVE DEMAND INDICIA**

the specification of which (check one):

is attached hereto.

was filed on _____;
as Application Serial No. _____
and which was amended on _____ (if applicable)

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose to the Office all information known to me to be material to the patentability of this application as defined by Title 37, Code of Federal Regulations, § 1.56.

**PRIOR FOREIGN/PCT APPLICATION(S) FILED WITHIN 12 MONTHS (6 MONTHS
FOR DESIGN) PRIOR TO THIS APPLICATION AND ANY PRIORITY CLAIMS
UNDER 35 U.S.C. §119(a)-(d)**

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(c) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application(s):

Priority Claimed Under
35 USC 119

(Number)	(Country)	(Day/Month/Year)	Yes	No
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CLAIM FOR BENEFIT OF PRIOR U.S. PROVISIONAL APPLICATION(S)
(35 U.S.C. §119(e))

I hereby claim the benefit under 35 U.S.C. 119(e) of any United States provisional application(s) listed below:

SERIAL NO.	DATE FILED	STATUS
60/527,070	4 December 2003	

CLAIM FOR BENEFIT OF PRIOR U.S. APPLICATION(S)
(35 U.S.C. §120)

I hereby claim the benefit under Title 35, United States Code, §120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application(s) in the manner provided by the first paragraph of Title 35, United States Code, §112, I acknowledge the duty to disclose information material to the patentability of this application as defined in Title 37, Code of Federal Regulations, §1.56 which occurred between the filing date of the prior application and the national or PCT international filing date of this application:

SERIAL NO.	DATE FILED	STATUS

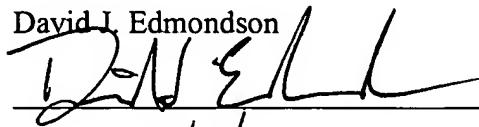
I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that willful false statements may jeopardize the validity of the application or any patent issued thereon.

POWER OF ATTORNEY: As a named inventor, I hereby appoint the following attorneys and/or agents to prosecute this application and transact all business in the Patent and Trademark Office connected therewith.

F. Lindsey Scott, Reg. No. 26,230
Robert H. Kelly, Reg. No. 33,922
Jack D. Stone, Jr., Reg. No. 38,324
Stephen J. Wyse, Reg. No. 40,880
David G. Matthews, Reg. No. 33,959

Send correspondence to: Robert H. Kelly, Scheef & Stone, L.L.P., 5956 Sherry Lane, Suite 1400, Dallas, Texas 75225, and direct all telephone calls to Mr. Kelly at (214) 706-4201.

FULL NAME OF FIRST INVENTOR:

David J. Edmondson


INVENTOR'S SIGNATURE:

DATE:

2/4/04

RESIDENCE:

1306 Plantation Drive

Southlake, TX 76092

CITIZENSHIP:

US

FULL NAME OF SECOND INVENTOR: Mark C. Hill

INVENTOR'S SIGNATURE: Mark C. Hill

DATE: February 4, 2004

RESIDENCE: 4405 Dunwick Lane

Fort Worth, TX 76109

CITIZENSHIP: US